

Britto N

User Experience Designer



PROFESSIONAL SUMMARY

Over the past 4 years, I have worn many hats and faced challenges head-on, working with talented teams and leading key projects in UI/UX design, research, strategy, brand building, and creative direction. I've enabled the start-up I worked at define their target audience, position their product in the global market, establish a distinct brand identity, and design their website and flagship app. I've also worked independently where I enabled several businesses enhance their online presence to stay relevant to the ever evolving audiences.

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[LinkedIn, Portfolio](#)

Trichy, Tamil Nadu

PROFESSIONAL EXPERIENCE

UI/UX Designer & Visual Designer

Studio Koshtak, Remote | 2024-present

Helping businesses with end-to-end UI/UX consultancy to enhance their online presence.

- Defining project scope by mapping pain points, business goals, and functional requirements.
- Simplifying complex information with strategic data visualization and content restructuring.
- Creating cohesive brand experiences by refining aesthetics and developing a language.
- Leading Visual Design and ensuring design consistency.

Lead Experience Designer

Alaric Design Pvt. Ltd., Pune | 2022 – 2024

- **Redefined the company's digital presence** by leading a full-scale website revamp for a global showcase in Taiwan. Delivered a user-centric, high-impact design by driving UX strategy, UI architecture, visual storytelling, and motion design while ensuring seamless handoff with developers.
- **Architected a scalable UX framework** for the company's flagship product app, optimizing customization and control for users. Established Information Architecture, developed user flows, and created wireframes and prototypes that streamlined usability and interaction patterns.
- **Optimized usability and interaction design** by spearheading the UI design phase. Applied heuristic evaluation, usability testing insights, and iterative design methodologies to refine interactions, resolve pain points, and enhance accessibility.
- **Strengthened product-market fit** by conducting qualitative and behavioral research. Designed and executed creative research strategies—including curated Reddit discussions—to uncover unmet user needs, validate assumptions, and expand target audience reach.
- **Developed a data-informed segmentation strategy** by mapping detailed user archetypes (gamer vs. creator personas). Translated insights into actionable design and marketing strategies, refining product positioning and enhancing brand storytelling.
- **Strategically positioned the company's offerings** in the gaming furniture market by analyzing industry trends, user behavior, and competitive landscapes. Aligned product differentiation strategy with evolving expectations of PC setup enthusiasts, reinforcing brand authority.

Digital Experience Designer

Freelance | 2020 – 2022

- Designed web UI for CSMVS Museum and product designs for Oysterr Digital, ensuring seamless user experience.
 - Created wireframes, high-fidelity mockups, and 3D environments for VR experiences, collaborating with developers and artists.
 - Did multiple client projects, focusing on UI/UX optimization and user-centered design.
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SKILLS

UI/UX Design, User Research & Testing, Wireframing & Prototyping, Information Architecture, Usability evaluation, Micro interactions, Visual Design, Personas, Customer Journey Mapping, Empathy mapping, Design Language Systems, Interaction Design, Systems thinking, Data-driven design, Competitive analysis, Visual, Design & Brand Alignment, Responsive & Cross-platform Design, Storytelling, Conceptual Design, Typography, Creative Direction, Prompt engineering, AI assisted Design.

TOOLS

Figma, Photoshop, Illustrator, ChatGPT, Midjourney, Firefly.

EDUCATION

B.Des in Exhibition Design

National Institute of Design, Ahmedabad | 2015-2020

LANGUAGES

English(Proficient), Tamil(Native), Hindi(Conversational), Malayalam(Conversational)